

Claims

1. Low hot-melt adhesive composition used in non-woven assemblies, comprising
 - a) 100 parts by weight of a block copolymer of the formula $S-(I/B)-S$, wherein S represents a predominantly poly(styrene) block and (I/B) represents a polymer block obtained by at random copolymerization of a mixture of predominantly isoprene and butadiene in a weight ratio in the range of from 60:40 to 40:60, wherein the total block copolymer has an apparent molecular weight in the range of from 124.000 to 145.000 and has a poly(styrene) content of from 30 to 34 wt% and a coupling efficiency of from 60 to 100 %,
 - b) from 250 to 300 parts by weight of a tackifying resin,
 - c) from 5 to 150 parts by weight of a plasticizer , and
 - d) from 1 to 3 parts by weight of auxiliaries, such as stabilizers and/or antioxidants.
2. Low hot-melt viscosity adhesive composition according to claim 1, wherein the (I/B) block has a vinyl content in the polymerized butadiene in the range of from 7 to 9 wt% and a vinyl content in the polymerized isoprene in the range of from 4 to 6 wt%.
3. Low hot-melt viscosity adhesive composition according to claim 1, wherein from 250 to 280 parts by weight of hydrocarbon resin per 100 parts by weight of block copolymer have been included.
4. Disposable articles such as infant and adult diapers or sanitary napkins, incontinent pads, bed pads, feminine pads, panty shields, comprising at least

one non-woven element and assembled by the use of the low hot-melt viscosity adhesive composition according to claims 1-3.

5. Block copolymers of the formula S-(I/B)-S, wherein S represents a predominantly poly(styrene) block and (I/B) represents a polymer block obtained by at random copolymerization of a mixture of predominantly isoprene and butadiene in a weight ratio in the range of from 60:40 to 40:60, wherein the total block copolymer has an apparent molecular weight in the range of from 124.000 to 145.000 and has a poly(styrene) content of from 30 to 34 wt% and a coupling efficiency of from 60 to 100 %.
6. Block copolymers according to claim 5, wherein the S blocks have been derived from pure styrene.
7. Block copolymers according to claim 6, wherein the (I/B) block has a vinyl content in the polymerized butadiene in the range of from 7 to 9 wt% and a vinyl content in the polymerized isoprene in the range of from 4 to 6 wt%.